

Message Text

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TO AMEMBASSY LONDON PRIORITY

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E.O. 11652: N/A

TAGS: BEXP, UK

SUBJECT: (A) LONDON 4874; (B) USDOC 3390

1. COMMERCE QUITE CONCERNED BY POST MISUNDERSTANDING OF
INTENT OF REF B.

2. LONDON TRADE CENTER DIRECTOR AS WELL AS OTHER TC
DIRECTORS HAVE COMPLAINED TO DIRECTOR, OIM, ON NUMEROUS
OCCASIONS THAT THEY ARE LEFT WITH TOO GREAT A BURDEN FOR
PROCUREMENT AND HAVE TO OPERATE WITH INSUFFICIENT LEAD
TIME FOR PROMOTION. SINCE OIM CANNOT OBTAIN ADDITIONAL
PERSONNEL, THERE WAS ONLY ONE POSITIVE ALTERNATIVE AVAIL-
ABLE TO RECTIFY THE ABOVE PROBLEMS. BY UTILIZING THE
PROJECT OFFICERS ASSIGNED TO THE LONDON TRADE CENTER FOR
A MINIMUM OF SIX MAJOR PROMOTIONS, EACH OFFICER WILL BE
ABLE TO BEGIN RECRUITMENT EIGHT MONTHS PRIOR TO OPENING
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AND HOPEFULLY COMPLETE RECRUITMENT 12 WEEKS PRIOR TO
OPENING. WITH FIVE MONTHS TO WORK ON EACH PROMOTION, IT
IS CERTAIN THAT A MUCH GREATER SHARE OF PROCUREMENT WILL
BE ATTAINED BY OIM.

3. THE IDEA TO SUPPLEMENT THE MAJOR PROMOTIONS WITH A
MINIMUM OF TWO MULTI-FIRM BSPTS WAS ALSO BASED ON COMMENTS

FROM TC DIRECTORS AS TO THE EASE IN WHICH THIS TYPE OF PROMOTION CAN BE ORGANIZED. HAVING TO SPEND MUCH LESS TIME ON ASSISTING IN PROCUREMENT OF THE WASHINGTON PROMOTIONS, THE WORK LOAD FOR THE LONDON TRADE CENTER SHOULD BE REDUCED AS FAR AS EXHIBITOR RECRUITMENT IS CONCERNED.

4. OIM'S PROJECT OFFICERS ARE EXPECTED TO GREATLY INCREASE THE NUMBER OF NTE/NTM PARTICIPANTS IN EACH EVENT. MANY SMALL AND MEDIUM SIZE U.S. EXPORTERS ARE NOW REPRESENTED IN THE UK AND THEY WILL BE ABLE TO USE THE PROMOTIONAL FACILITIES OF THE TC VIA THE MULTI-FIRM BSP. FOR PREVIOUS TWO YEARS, 62 PERCENT OF FIRMS PARTICIPATING IN LONDON TC BSPTS WERE SMALL AND MEDIUM SIZE BUSINESSES. OIM ALSO NOTES THAT POST COMMENT AS TO SUBSIDIZED SERVICE TO LARGE FIRMS MISTAKEN. MULTI-FIRM BSPTS ARE TO BE ORGANIZED SO THAT THERE ARE NO DIRECT EXPENSES TO THE TRADE CENTER. IT IS CLEAR THAT MULTI-FIRM BSPTS DEFINITELY ASSIST IN THE FULFILLMENT OF OUR AIMS FOR EXPORT PROMOTION.

5. RE PARA 2 REF A, WORK LOAD SITUATION DESCRIBED ABOVE ELIMINATES TC RESOURCE PROBLEM. MULTI-FIRM BSP FEE IS NOT DIFFICULT TO ESTABLISH AS IT HAS NO BEARING ON NUMBER OF PARTICIPANTS. THE OTM FEE IS FIFTY DOLLARS A DAY UNLESS EVERY EXHIBIT PART OF TRADE CENTER UTILIZED.

6. RE PARA 4, IT IS MOST IMPORTANT THAT OIM MAINTAINS SCHEDULING CONTROL OF ALL BSPTS WITH MORE THAN 10 UNCLASSIFIED

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EXHIBITORS TO ENSURE MINIMIZING DETRIMENTAL CONFLICTS BETWEEN THESE EVENTS AND OIM-MOUNTED PROMOTIONS. IT SHOULD BE UNDERSTOOD THAT THE LONGER THE POST WAITS TO SUBMIT ITS MULTI-FIRM BSP THEME RECOMMENDATIONS, THE GREATER THE SCHEDULING PROBLEMS MAY BECOME.

7. TC DIRECTORS CONFERENCE SCHEDULED FOR LONDON IN JULY WILL PROVIDE OPPORTUNITY FOR MORE DETAILED DISCUSSIONS OF ANY PROBLEMS REMAINING.
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